

# Understanding Customer Trust in Latex Glove Industry: Evidence from Thai Customers.

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- **Abstract:** Given that trust is a critical component of business success, this research aimed to help glove businesses to achieve high customer trust on their products. The current research used convenience sampling to conduct online questionnaires with 500 respondents throughout Thailand; however, only 412 data were suitable for path analysis. The findings indicated that both product quality and ease had a beneficial effect on perceived value. Finally, perceived value influenced customer trust positively. As a result, the primary attitude of consumer trust was based on increasing the value of the glove product through improved product quality and convenience.
- **Keywords:** Business Success, Convenience, Customer Trust, Product Quality, Path Analysis